

Where Business Thrives and the Planet Prospers.













Team



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About Us

Impact Hub Aruba aims to support and empower small and medium-sized enterprises (SMEs) and corporations in implementing socially responsible strategies and achieving Sustainable Development Goals while driving economic growth, innovation, and social well-being.



- The extent to which something has made a difference or created a meaningful effect in a specific area or on a specific target audience.
- Impact can be positive or negative
- It is often measured or evaluated to assess its significance and value.









According to UN:

Half the population of our world lives in Poverty.

1 Billion people have no access to electricity.

We're using 1.6 Earths to sustain our lifestyle, and ecosystems can't keep up with our needs.



DATA LIMITATION.

Unemployment rate in Aruba in 2022 is 6.6%.

Aruba distills water based on fossil fuel.

Increase of 0.3 degrees in average temperature due to climate change.

Increase consumption of electricity, increase production, increase chance for power outages.

Increased health risks.

Affects agriculture.

Women in Hotel sector in Aruba experience inequality in their career.

Judgments regarding pregnancy and maternity, unequal pay and obstructions.

Study showed gender bias is present in Aruban hotels and starts from how society thinks. This bias affects how organizations and individuals behave and think.

'Bestaansminimum' 2022, 2 adults, 2 children is AWG 530... According to data from the Central Bureau of Statistics, the average monthly income in 2020 was Afl. 3,497.





There is still work to be done on our island to create impact.

...and it is the responsibility of each and every one of us to contribute and drive positive change.



what is Creating Impact in Business?

Evaluating and maximizing the positive consequences and outcomes of our actions, considering the social, environmental, and economic dimensions, to drive sustainability and contribute to the well-being of stakeholders and society.

How to Create Impact?

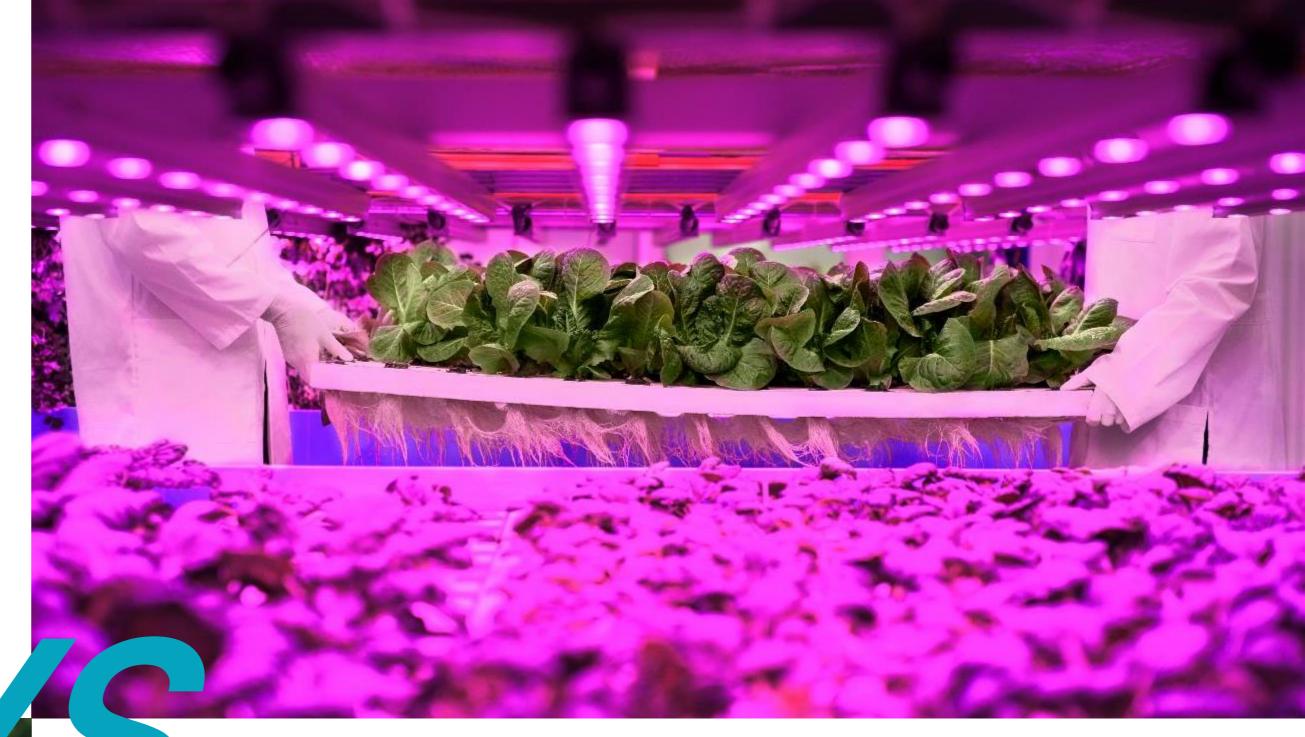
3 domains:

- Environmental: Go Green initiatives
- Social Responsibility: Stimulate safe labor practices and inclusiveness
- Operations: Sustainability in product/service development, work with vendors with impact and sustainable business practices, practice ethical business.

IMPACT

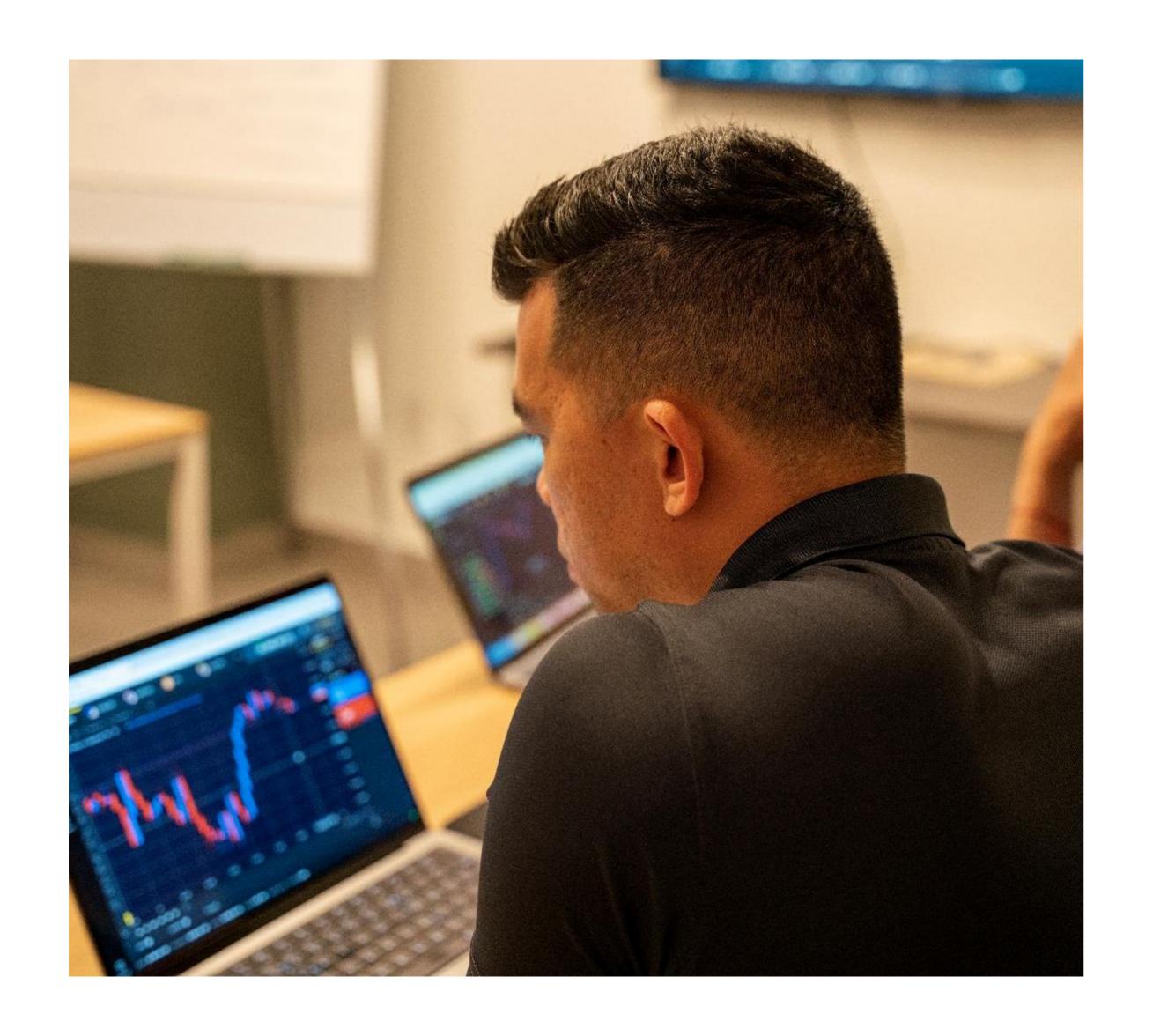
Action-oriented to generate positive change.





SUSTAINABILITY

Balancing social, environmental and economic consideration for a thriving planet now and future.



Measure Impact

Quantitative

Qualitative

How are we creating Impact?

- Programs and Training to support scale-up growth.
- Support to small business with coaching from the ESG perspective.
- Collaboration and Partnerships with startups and organizations locally and globally.
- Supporting the revitalization of the depressed area of Weststraat through creative placemaking (Orange Economy).
- Support large organizations with creating Impact and embedding Sustainability.



Imagine the potential of the 97% to Create impact in their business and envision the transformative power it holds.

The power to drive change is in YOUR hands.



Inspire Action.

Drive Positive Change through Business.